Sony Ericsson

Press Release

Sony Ericsson puts 'your life in a clamshell' with the new Z770 web-enabled phone

The new Sony Ericsson Z770 is a powerful web enabled phone designed to keep you up-to-date with the latest headlines, your favourite website and your email inbox.

Barcelona, Spain – 10th February 2008 – Sony Ericsson today announced the launch of the new **Z770**, an elegant clamshell phone optimised for the web and benefiting from HSDPA data speeds. This classic-looking clamshell phone offers capabilities beyond expectation. It is designed to make it straightforward to surf the web or receive the latest news, and the 'email set-up wizard' makes it simple to access your inbox. The **Z770** can also be connected directly to a laptop (via USB cable) and can be used as a modem.

"The **Z770** is deceptively powerful for such a compact clamshell phone," said Martin Winkler, Director Global Marketing and Head of Multimedia Web at Sony Ericsson. "It appeals to busy people who demand hassle-free email and high quality Web access on the move. These people need to be in-touch, need to be on top of their email, but don't necessarily want a smartphone or PDA. The Z770 is the uncomplicated answer."

Z770 phone – Gets you online with effortless style

- Easy email set-up – for ultimate convenience
- High-speed web access and intuitive navigation features for fast web browsing
- Google™ Maps for Mobile – receive step-by-step directions on your screen to your destination

Style in your pocket

A compact, reliable phone that helps you juggle work, home, friends and family. With HSDPA technology providing fast data speeds, the **Z770** provides multiple methods of communication whether it's for a business matter or just staying in touch with the family. This phone combines up to 8.5 hours talk time with easy email set-up and fast internet access. This makes the **Z770** a versatile phone for those that have a hectic lifestyle both at work and at home with the family.

Your inbox in your hand

The **Z770** makes it easier than ever before to access your email. Even if you're a technical novice you can access Web email (Hotmail, Yahoo etc) and retrieve mail, straight from your phone. And with Exchange ActiveSync™, you can even configure your phone to have work emails pushed straight to your phone, making it easier than ever to stay in touch on the move.

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Choose how you want to get online

The **Z770** gives you online access, however you choose to get there. Surf the web or retrieve email directly on your phone when you're in a cab. And when you're in the hotel lobby, connect the **Z770** to your laptop (via USB Cable) and use it as a modem to access the web on your computer.

Once online, web browsing on the Z770 is easy thanks to the Magnetic Mouse Pointer that is controlled by the navigation key. The key changes the icon depending on its position on the Web page (i.e. from text input to pointer or to link). Plus, pan and zoom into an area you're interested in for easy reading on the good-sized (2.2") screen.

Stay up-to-date

The **Z770** offers you all the information you need, right at your fingertips. Receive RSS feeds from news or entertainment websites as the action happens. Or simply click on the RSS tile, or 'widget', for instant access to your favourite webpage from your phone's desktop (or standby screen). In addition, the **Z770** has a useful built-in weather forecast application, allowing you to receive regular weather updates and plan your long weekend accordingly.

As well as receiving the latest news and weather forecasts, you can also keep loved ones informed about your own news. Snap a photo on the Z770 and upload it instantly to your own blog site.

Stay in touch in your car

You don't need to hold the phone in your hand to get the best out of the **Z770**. With the **Bluetooth ™ Handsfree HCB-150**, also announced today, you can catch-up with your client or family in your car while staying focused on the road. The **HCB-150** also features a convenient text to speech feature; the **HCB-150** verbally alerts you who is calling. The **HCB-150** has a talk time of up to 25 hours and 700 hours standby time- long enough to last for quite a few trips!

The **Z770** is a UMTS/HSDPA 2100 and GSM/EDGE 900/1800/1900 phone that will be available in Vogue Red, Graphite Black and Exquisite Gold in selected markets from Q2 2008.

The Bluetooth™ Car Speakerphone HCB-150 will be available globally from Q2 2008

- ENDS -

Legal Information

1) Assumes eAAC+ encoded files

Facts and features may vary depending on local variant.

Talk and standby times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. games. Kit contents and color options may differ from market to market. The full range of accessories may not be available in every market.

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Sony Ericsson Mobile Communications was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. The company serves the worldwide communications market with innovative and feature-rich mobile phones, accessories and PC-cards, and it has R&D sites in Europe, Japan, China, India and America. Sony Ericsson is the title sponsor of the Women's Tennis Association, and works with the Association to promote the Sony Ericsson WTA Tour in over 80 cities during the year. For more information, please visit www.sonyericsson.com.

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Sony Ericsson Z770 – At A Glance

Music	Bluetooth™ stereo (A2DP) Media player Music tones (MP3/AAC) PlayNow™ TrackID™
Camera	2.0 megapixel camera 2.5x digital zoom Photo fix Picture blogging Video recording x-Pict Story™ (slide shows)
Internet	Fast Web access with HSDPA Access NetFront™ Web browser RSS feeds Google™ Maps for mobile pre-installed
Communication	Polyphonic ringtones Speakerphone Vibrating alert
Messaging	Email Microsoft® Exchange ActiveSync® Instant messaging Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)

Design	Navigation key Picture wallpaper Wallpaper animation
Entertainment	3D games FM radio Java Video streaming Video viewing
Organiser	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer
Connectivity	Bluetooth™ technology Modem PictBridge Synchronization USB mass storage USB support
Accessories	In-box: Charger Battery Stereo Portable Handsfree Optional: Bluetooth™ Car Speakerphone HCB-150 GPS Enabler HGE-100 Bluetooth™ Headset HBH-PV703 Deskstand CDS-75
Facts and Figures	Size: 93 x 48 x 15.5 mm Weight: 91 grams Colours: Vogue Red Graphite Black Exquisite Gold Screen: 262,144 colour TFT Resolution: 240 x 320 pixels Size: 2.2 inches Phone memory: Up to 32 MB Memory Stick Micro™ (M2™) support Talk time GSM: Up to 8.5 hrs

	Standby time GSM: Up to 340 hrs Talk time UMTS: Up to 4.5 hrs Standby time UMTS: Up to 350 hrs
Availability and versions	Networks: UMTS/HSDPA 2100 GSM/GPRS 900/1800/1900